



# Ambassadors in Action

Fall 2003 Edition

The seasons certainly pass quickly! One year ago we launched the first edition of *Ambassadors in Action* - to provide a regular communication vehicle for our community of Ambassadors where we can share information on our experiences and ideas.

Our community has grown a bit since that time - there are currently 170 Ambassadors from across the Alberta public service (APS). Your energy and enthusiasm for promoting the APS as a positive career choice is evident as you read the stories in our newsletter. Keep up the great work!

## Infrastructure and Transportation Ambassadors: Proud to Represent their Ministry

Submitted by: Kathryn Jones  
Staff Development Consultant and Lead Ambassador  
Infrastructure and Transportation

Alberta Infrastructure and Alberta Transportation Ambassadors are proud to represent their ministry at career fairs and professional associations. The Ambassadors just finished a stretch of career fairs; these included University of Calgary, University of Alberta, SAIT and the Canadian Society for Civil Engineering/Institute of Transportation Engineers professional day.

Career fairs are a valuable way for Ambassadors to promote, recruit and offer valuable information to students who are about to enter the workforce. In order to answer some of the tough questions that students have, Infrastructure and Transportation Ambassadors must be well prepared.

This preparation began early in the fall when Ambassadors attended a workshop designed to help them gear up for the year ahead. On September 4, 2003, the Infrastructure and Transportation Ambassador team met to share experiences, learn new techniques and gain insight into the year ahead. The Fall Planning Session covered updates on the events that were to take place over the new year as well as ways to improve recruitment techniques.

Throughout the course of the day Ambassadors raised key issues and provided feedback into how they thought best to achieve success in the year ahead. As well, Ambassadors discussed effective ways to present career fair materials and how best to answer student questions.

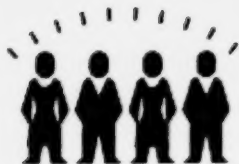
The session wrapped up with a guest speaker who discussed the topic of "Power Presentations." Darren Dansereau was a long time member of Toast Masters and his presentation skills were impressive. Throughout his presentation Ambassadors were given excellent tips on how to break presentation habits and give the best presentation possible. After the orientation day Ambassadors left ready to tackle the year ahead.

In volunteering for career fairs and upcoming events, our Ambassadors did not let us down and were eager to lend a helping hand. Infrastructure Ambassador Ron Muir commented, "I enjoy the opportunity to help people see that there are many absorbing and rewarding career scenarios that can be pursued in the Alberta public service. I like to think that, by displaying energy, enthusiasm, and professional expertise, I am disproving some of the stereotypical ideas that many people have of government employees."

Coming up, Infrastructure and Transportation Ambassadors plan to continue their hard work at career fairs and speaking forums, and in showing pride in their ministry.



an initiative under the  
Corporate Human Resource Development Strategy



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### What's Been Happening?

☒ "Take the Road to Success" – just one example of some excellent materials ministries have created to market themselves to potential employees. These materials provide information specific to the ministry – such as its business and the types of careers available – while maintaining a connection to the Alberta public service as a whole.

☒ We've also ordered new materials for our corporate display booth. The sunglass clips (give-away item) are a huge hit with students at career fairs, the plastic bags with our website address are appreciated, the sports bag draw prize is a good incentive for people to fill out our survey form, and Ambassadors like the look and practicality of our new name badges.

☒ Ambassadors are representing the APS at University of Alberta career forums - including Management & Business Studies, Materials Engineering, Biological Sciences and Career Peers. These forums are a great opportunity for us to promote our organization and build/maintain a strong presence on campus with a targeted audience.

☒ Our corporate Alberta public service booth has been appearing at events around the province!

- National Aboriginal Day celebration events in Edmonton.
- Young Leaders Go Public luncheon event in Calgary.
- Career fairs at the University of Alberta, University of Calgary, University of Lethbridge, SAIT and Canada Career Week.

☒ Ambassadors were invited to participate in a focus group to provide input on a retention tool being developed by the Attracting & Retaining Talent team (Corporate Human Resource Development Strategy).

Thanks again to the Ambassadors who participated in these activities!

### Making a Good Thing Great! We want to hear from you...

*Submitted by: Kim Smith  
Human Resource Consultant  
Finance and Revenue*

The Ambassador Program continues to evolve! The Lead Ambassador Team identified the professional development of Ambassadors as an initiative that would enhance the Ambassador Program and provide support and professional development to Ambassadors. To further this initiative, an Ambassador sub-team has been created to look at ways to support the orientation and professional development needs of Ambassadors.

The Ambassador Toolkit and Orientation sessions are great resources that support Ambassadors in their role of promoting the Alberta public service as an exciting and rewarding place to work. The Professional Development sub-team would like to expand on the current resources and provide Ambassadors with additional support and development opportunities. Last year, the professional development included the following topics: On Campus Excellence, Presentation Skills for Ambassadors, and the Corporate Human Resource Development Strategy. This year, the possibilities are endless! (Not quite!)

**The Professional Development sub-team would like to hear from you!** Please contact Kim Smith at [kim.smith@gov.ab.ca](mailto:kim.smith@gov.ab.ca) by Friday, November 28, 2003 regarding your professional development ideas for Ambassadors.





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### Did you know?

- 69 per cent of people apply for our jobs online through our employment website. In an effort to further automate our recruitment process, our advertising has recently been changed to say, "Online applications are preferred."
- The Finance Community recently launched the new look to their website – check it out at <http://www.financialcareers.gov.ab.ca/>. You will find a wealth of information on the exciting challenges to be found in a financial career with the Alberta public service...how the finance community is structured; the roles and responsibilities of central agencies and ministries; descriptions of the many functions performed; profiles of jobs and information on career progression; competencies and much more. This is an excellent resource you can refer people to when you get questions about financial careers in the APS – and there is a link to the site from our Bulletin Online employment website.
- Human Resources & Employment provides a number of excellent resources to help employers attract and retain talent - check it out at [www.alis.gov.ab.ca/careershop](http://www.alis.gov.ab.ca/careershop). Ambassadors more directly involved in recruiting and managing staff may be interested in having a look at a couple of their publications: *Finders & Keepers*, *Recruitment and Retention Strategies* and *Diversity: a Strategy to Meet your Need for Skilled Workers*. Some of the strategies and resources mentioned in these publications might spark some ideas on how you can identify, develop and strengthen relationships with specific target groups of potential candidates.

### We Want to Hear From You!

We're interested in your thoughts and ideas! If you have feedback on the newsletter, if you would like to become involved with the regular production of the newsletter, or if you have an article you would like to contribute, please contact [kerri.schlemko@gov.ab.ca](mailto:kerri.schlemko@gov.ab.ca).



